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July 18, 2007

**FIESTA OFFICERS**

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 TREASURER  
**JAKE RENFROE, III**  
 CHAIRMAN OF THE BOARD

Mr. Carl Leahy  
 WEAR TV 3  
 P. O. Box 12278  
 Pensacola, FL 32591

Dear Carl:

Wow, Channel 3 did it once again!!! The Fiesta of Five Flags Executive Board and the Board of Governors would like to take this opportunity to thank you for your gracious and continued support of our organization. We are so very grateful for your sincere commitment to promote our many community events. The spirit and enthusiasm of our sponsors is what has shaped this organization into what it is today.

With your support we have continued the tradition of "Fiesta" for 58 years. Our goal and mission is to celebrate our heritage, promote tourism, and build pride in Pensacola through festive activities which enhance the quality of life in our community. We take great pride in the planning and implementation of these wonderful events in which our community can participate. Your involvement enables us to ensure the quality of the events.

Pensacola will soon be celebrating its 450th anniversary as the first settlement in the new world. The landing of Don Tristan DeLuna and his crew on Pensacola Bay in 1559 has been the heart of our "Fiesta" celebration for the past 58 years - and our understanding and knowledge of the past allows us to advance eagerly into the future. Enhanced activities, special ceremonies, and fun exhibitions are being planned to showcase the people, culture and events that happened over the past 450 years that make Pensacola a special part of American history. Your continued confidence in Fiesta's mission is a vital part of this process. Thanks again for being a part of the Fiesta family.



**PENSACOLA - SEAFOOD - FESTIVAL**



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Sincerely,

Ted Gund  
 President

Jake Renfro, III  
 Chairman of the Board